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# Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-04 H-02 INR-07 L-03

NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15 USIA-06 AID-05

OMB-01 PC-01 /064 W
---------- 084341
P 092135Z JUL 76
FM AMEMBASSY MEXICO
TO SECSTATE WASHDC PRIORITY 6061
INFO ALL US CONSULATES IN MEXICO VIA POUCH

C O N F I D E N T I A L MEXICO 8820

E. O. 11652: GDS
TAGS: PINT, PINS, MX
SUBJECT: EXCELSIOR LEADERSHIP OUSTED

REF: MEXICO 8783

1. MEETING OF EXCELSIOR COOPERATIVE JULY 8 RESULTED IN THE "TEMPORARY SUSPENSION" OF DIRECTOR GENERAL JULIO SCHERER GARCIA AND SIX OTHER TOP EXECUTIVES OF THE PAPER. THE COOPERATIVE HAS DELEGATED EDITORIAL AUTHORITY, PENDING A NEW COOPERATIVE MEETING, TO THE ADMINISTRATIVE COUNCIL OF THE PAPER WITH VICTOR MANUEL VELARDE AS THE PAPER'S TECHNICAL DIRECTOR.

2. FORTY-EIGHT WRITERS, ACADEMICS, JOURNALISTS, AND INTELLECTUALS, WHO HAD SIGNED THE PAID ADVERTISEMENT WHICH WAS TO HAVE BEEN PUBLISHED IN THE JULY 8 EDITION BUT WHICH UNDER THREATS OF VIOLENCE WAS NOT PRINTED,(SEE REF), HAVE LEFT THE PAPER. THESE INCLUDE ALEJANDRO AVILES, GASTON GARCIA CANTU, RICARDO GARIBAY, MIGUEL ANGEL GRANADOS CHAPA, JORGE HERNANDEZ CAMPOS, JUAN JOSE HINOJOSA(MEMBER OF OPPOSITION PARTY OF NATIONAL ACTION), ARMANDO LABRA, FROYLAN LOPEZ NARVAEZ, LUIS MEDINA, CARLOS MONSIVAIS, ABEL QUESADA, SAMUEL DEL VILLAR, ABELARDO VILLEGAS AND MIGUEL WIONCZEK, AMONG OTHERS.

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3. RADIO AND TELEVISION NEWS PROGRAMS HAVE REPORTED CHANGE

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IN EXCELSIOR IN STRAIGHTFORWARD FASHION, BUT WITHOUT GIVING
STORY PRIORITY. MORNING EDITIONS OF MEXICO CITY PRESS
(EXCEPT EXCELSIOR) HAVE NO COVERAGE AT ALL. EXCELSIOR HAS
NEWS STORY AND THREE EDITORIALS WHICH STRESS VIEW OF NEW
LEADERSHIP THAT DECISION WAS "DEMOCRATIC", TAKEN WITHOUT
ANY OUTSIDE PRESSURE AND THAT PAPER WILL CONTINUE ITS INDE-
PENDENT STANCE. NEW LEADERSHIP SAYS REASONS FOR SUSPENSION
OF SCHERER AND OTHERS HAVE TO DO WITH MISMANAGEMENT OF FUNDS
IN VENTURES SUCH AS THE PASEOS DE TASQUENA PURCHASE AND
OTHER ENTERPRISES. COOPERATIVE BY "UNANIMOUS DECISION"
DECLARED THAT THESE ACTIVITIES VIOLATED FEDERAL LAW GOVERN-
ING ACTIVITIES OF COOPERATIVE ENTERPRISES.

4. COMMENT: WE HAVE NOT YET HAD OPPORTUNITY TO DISCUSS
THIS EVENT WITH ANY SIGNERS OF AD, MANY OF WHOM ARE CLOSE
CONTACTS AND PREVIOUS PARTICIPANTS IN EMBASSY FUNCTIONS,
SEMINARS, AND TRAVEL AGENTS. IT IS CLEAR, HOWEVER, THAT
THERE HAS BEEN A COMPLETE RENOVATION OF PERSONNEL AT EXCELSIOR,
WITH ALL THE PEOPLE WHO HAVE MADE IT AN INTERESTING(IF OFTEN
A BIT SENSATIONALIST AND IRRITATING TO US) AND LIVELY
NEWSPAPER HAVING LEFT IT. FURTHER COMMENT AND ANALYSIS
FOLLOW.
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**TAGS:** PINT, PINS, MX, EXCELSIOR, (SCHERER GARCIA, JULIO)
**To:** STATE
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